



# **SPEAKER MANAGEMENT BENEFITS**

Executive Speakers Bureau is excited to share with you the details of our managed speaker program that we offer to select speakers. ESB Speaker Management allows our exclusive speakers the freedom to focus on developing new and innovative presentations, while leaving us in charge of managing the business portion of their endeavors.

## **Sales/Marketing Promotion**

## **Career Consultation**

## **Event Logistics**

## **Client Relations**

## **Account Management**

# **EXCLUSIVE BENEFITS**

## **SPEAKER MANAGEMENT**

### CONTRACT OVERVIEW

#### **Sales/Marketing and Promotion**

- We will act as a liaison for the speaker with meeting planners, top speakers bureaus, production companies, and other organizations that are interested in using the speaker's services.
- We will send regular updates and news about the speaker to all bureaus, agencies, and prospective clients through various marketing channels including but not limited to: Press releases (PRWeb), Constant Contact monthly newsletters, Bureau Sales newsletter, social media, phone calls, etc.

#### **Career Consultation**

- We will provide the speaker with ongoing consultation on all items related to his/her speaking business. Examples of these items would be advice on speaker website, videos, bio, photos, topics, etc.
- We will assist in the management of book and material sales, promotional signings and distribution of books, DVDs, Workshop materials, etc.
- We can leverage our existing relationships with industry-leading videographers, speech writers, and graphic designers.

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3085 Fountainside Drive, Suite 101  
Germantown, TN 38138



## **SPEAKER MANAGEMENT**

BENEFITS CONT'D

### **Logistics**

- We will completely manage the speaker's calendar. This includes confirmed events, holds, bookings, and inquiries which will offload this time consuming task.
- We will negotiate all of the speaker's firm offers, contracts, video requests and NDAs and process all of the paperwork associated with the events in which the speaker is involved.
- We will handle all of the logistics for the speaker's events, including all travel, AV and logistics and will schedule all conference calls according to speaker's calendar.
- Speakers will reduce their own costs on office resources because they will be utilizing Executive Speakers Bureau personnel for back office support.
- ESB will communicate frequently with calendar updates and status of current holds and events.

### **Account Management**

- We will handle all invoicing/accounts receivables for honorarium, books and travel expenses, and be responsible for collecting any outstanding balances.
- Will provide a monthly financial report for speaker.

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